

# CHEESY PEESY BEEF TENDERS

**INGREDIENTS**  
500g Tenderised rump (1cm thick x 5cm long)  
200g Panko crumbs  
150g Parmesan cheese finely grated  
10g Fresh thyme  
5g Garlic powder

**PREPARATION**  
1. Combine cheese, garlic, herbs and breadcrumbs in a large bowl. Keep 30grams parmesan aside to mix with batter.  
2. Flour and egg wash (or batter) the beef fingers. Add 30grams grated parmesan to the batter mix.  
3. One-by-one, place beef fingers into the crumb mixture, making sure to shake the bowl well.  
4. Remove the crumbed fingers from the bowl and display on a tray with sprigs of fresh thyme.  
Note: The beef can be passed through the tenderizer prior to crumbing.

**CONSUMER INSTRUCTIONS**  
1. Heat a large non-stick pan with oil over high heat.  
2. Place crumbed beef fingers into the hot pan and cook until golden brown on all sides.  
3. Remove from the pan and allow to drain on paper towel until excess oil is absorbed.

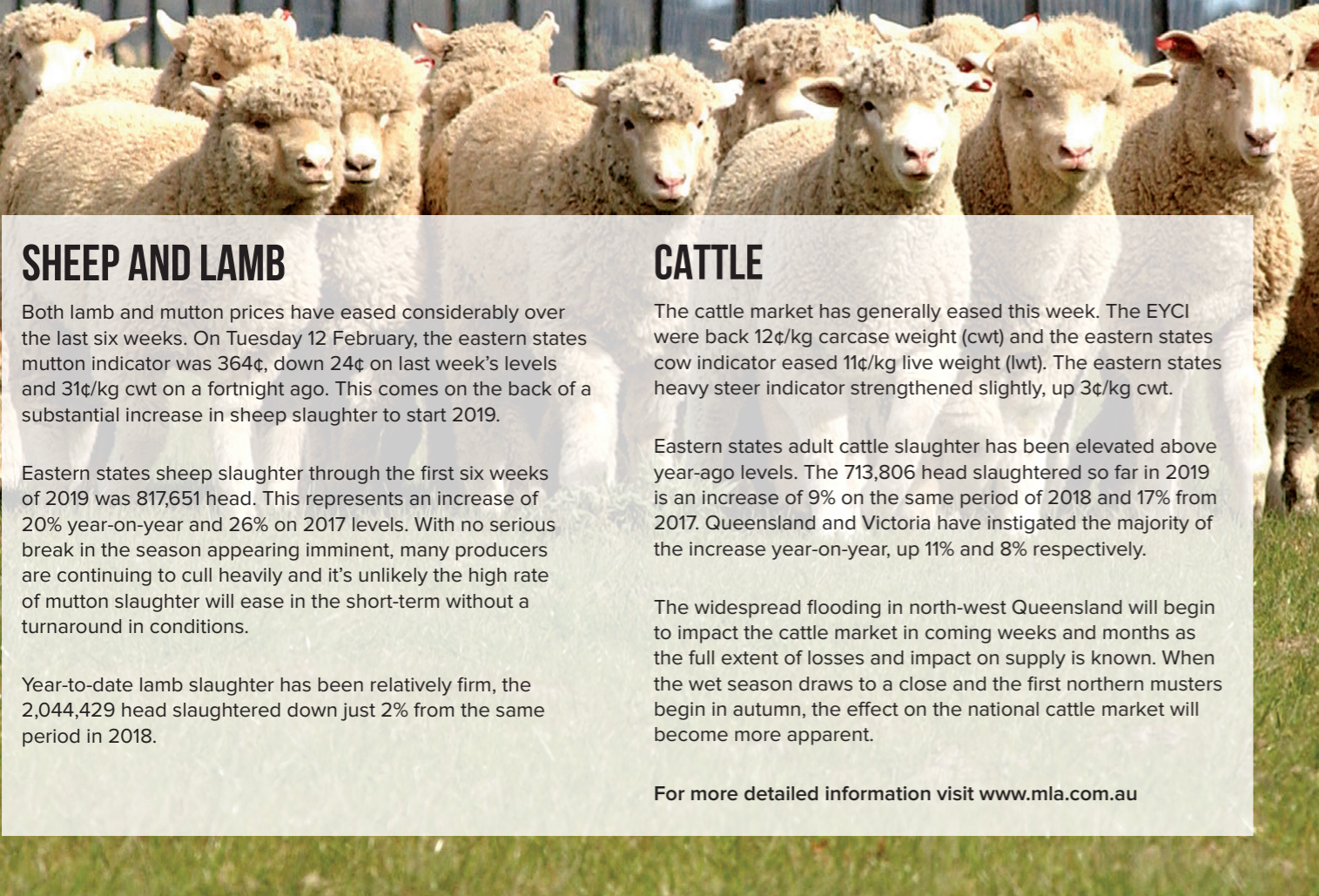


**SERVING SUGGESTION**  
GREAT FOR KIDS.  
SERVE WITH HOT CHIPS AND SALAD.



THE BUTCHERS' PAPER

08



## SHEEP AND LAMB

Both lamb and mutton prices have eased considerably over the last six weeks. On Tuesday 12 February, the eastern states mutton indicator was 364¢, down 24¢ on last week's levels and 31¢/kg cwt on a fortnight ago. This comes on the back of a substantial increase in sheep slaughter to start 2019.

Eastern states sheep slaughter through the first six weeks of 2019 was 817,651 head. This represents an increase of 20% year-on-year and 26% on 2017 levels. With no serious break in the season appearing imminent, many producers are continuing to cull heavily and it's unlikely the high rate of mutton slaughter will ease in the short-term without a turnaround in conditions.

Year-to-date lamb slaughter has been relatively firm, the 2,044,429 head slaughtered down just 2% from the same period in 2018.

## CATTLE

The cattle market has generally eased this week. The EYCI were back 12¢/kg carcase weight (cwt) and the eastern states cow indicator eased 11¢/kg live weight (lwt). The eastern states heavy steer indicator strengthened slightly, up 3¢/kg cwt.

Eastern states adult cattle slaughter has been elevated above year-ago levels. The 713,806 head slaughtered so far in 2019 is an increase of 9% on the same period of 2018 and 17% from 2017. Queensland and Victoria have instigated the majority of the increase year-on-year, up 11% and 8% respectively.

The widespread flooding in north-west Queensland will begin to impact the cattle market in coming weeks and months as the full extent of losses and impact on supply is known. When the wet season draws to a close and the first northern musters begin in autumn, the effect on the national cattle market will become more apparent.

For more detailed information visit [www.mla.com.au](http://www.mla.com.au)

## MARKET SNAPSHOT

Despite Australia's economy remaining strong in recent years, household income growth is relatively stagnant. Consumers continue to make trade-offs to balance the household budget, which is impacting purchasing behaviour around categories like fresh meat and making consumers more cautious and price sensitive. However, overall Australians continue to be big consumers of meat, being the sixth largest per capita consumers of beef in the world\* (Source: OECD, ABS).

### BEEF CONSUMPTION IN AUSTRALIA IS FACING SOME CHALLENGES AND OPPORTUNITIES:

- The 'premiumisation' trend across both retail and foodservice channels highlights consumers are willing to pay more for the right offer. Fresh meat such as beef is a key category consumers are willing to spend more on.
- Australia's changing demography provides some macro challenges for beef with two broad trends of increased migration from Asian countries (where pork is the dominant protein), and an ageing population who are avoiding red meat for health/functional/price reasons.
- Competitive pressures will continue on beef with ongoing competitor marketing activity (particularly pork), aggressive pricing (chicken) and the increasing profile of alternate proteins such as turkey and salmon.
- Maintaining value share will be a challenge if beef's price premium to chicken/pork grows larger, given the primary reason for consumers eating less red meat is currently due to cost and not health.
- Messaging around factors such as country of origin, environmental impact, animal welfare, health and safety, along with food integrity and transparency, provide opportunities to consider in consumer communication.

\*92.7kg per capita

### ABG WORKSHOPS

We will be running our annual "Counter Attack" workshops in each state over the next 4 months. Keep an eye on the ABG facebook page and through the AMIC newsletter for the workshop details in your state.

### ORDER ON DEMAND

If you are not receiving your beef or lamb campaign materials you may not have sent your shop details to us to register you on our database. Send your shop and contact details to [butchers@mla.com.au](mailto:butchers@mla.com.au)

- Australian -  
**Good Meat**

DOESN'T JUST HAPPEN

### MEAT & LIVESTOCK AUSTRALIA HAVE RECENTLY RELEASED THE NEW AUSTRALIAN GOOD MEAT WEBSITE.

The Good Meat website is a source of valuable information about the Australian beef and lamb industry that includes animal health and welfare, environmental sustainability and health and nutrition that you can refer too and there is a section on the Australian beef and lamb supply chain.

The Good Meat site also answers some of those curly questions that may pop up from time to time and for those retailers who often entertain school classes through their shops there are some educational tools that schools can use.

Encourage your employees to go into the website and learn about the meat industry so they too can be equipped to answer questions.

For more information go to [www.goodmeat.com.au](http://www.goodmeat.com.au)

The Butcher's Paper brought to you by the Australian Butcher's Guild



MORE VALUE FROM A LAMB FOREQUARTER

Most retailers sell lamb BBQ or Forequarter chops, they are usually the cheapest of all the chops, they eat okay and suit a slow cook rather than a bbq/grill cook method. These chops are popular in most butcher shops; however cutting the fore into chops can create a lot of waste (breast & neck) sometimes they are slow to move then they are marinated if they don’t sell then they are either discounted, cooked up for breakfast or thrown in the fat tub!

Rather than doing the “norm” try something different, there is a greater opportunity to make more money from the lamb forequarter by simply looking at the way we break it down and changing the priorities of what we put in the meat cabinet. Quite a few butchers only cut forequarter chops on demand.

One of the questions from a workshop was **Q - “We sell a lot of BBQ chops every week, why would I want to take them off show?”**  
**A -** Follow the instructions below and you can salvage a couple of extra saleable products from the fore. Look at doing a costing following the instruction on the forequarter below and then do a costing cutting forequarter chops and you will be surprised how much more dollars will be in the till, profit margin and less waste.

MERCHANDISING:

Place the **LAMB SHOULDER ROAST** in an oven bag with some rosemary, garlic or make up your own marinade to make the roast “POP” in the meat case.

**SHANKS** – these sell all year long

**LAMB NECK ROSETTES / LAMB OSSO BUCO** – vacuum pack the Osso Buco and keep them in the freezer (see recipe in value add section)

**NECK FILLETS** – Can be marinated in Char Sui and sold as Char Siu Lamb (See recipe in value add section)

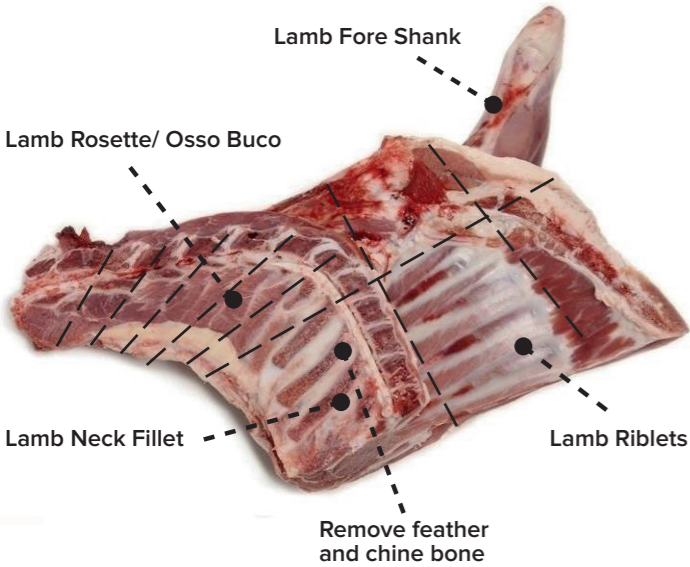
**LAMB SHOULDER RACKS/SPANISH LAMB RACKS** marinated or plain can also be stuffed, wont cook the same as the normal rack they need a lower temp and a bit longer in the oven

**LAMB RIBLETS** – leave some meat coverage on the riblets when you remove the shoulder, keep the riblets whole can be marinated in the piece or slice into individual ribs and make into lamb lollipops (crumb and shallow fry)

**BONES** – can be used for making bone broth or salted and smoked for bacon bones

**\*\*Note** – Keep fore whole do not split until you have cut the whole neck into Osso Buco/Neck Rosettes. Flat pack the Osso Buco in vac bags of 6 pieces and freeze ready for sale.

LAMB FOREQUARTER BREAKDOWN  
NECK FILLET

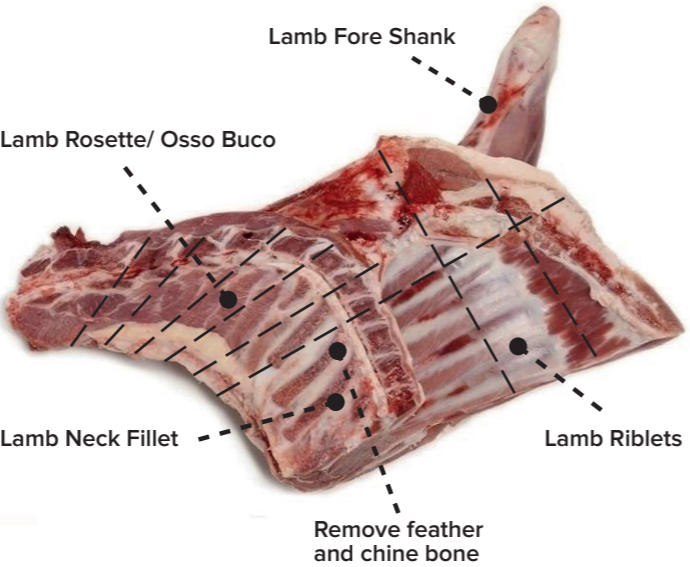


- 1. Remove shoulders leaving breast meat attached to the rib section
- 2. Mark the lamb neck at the first rib and slice off neck rosettes at 1” intervals, sell as lamb “Osso Buco”
- 3. Split shoulder rack

**NECK FILLET:**

- Remove neck fillets leaving the rib meat connected to the ribs
- Saw off neck bones leaving long spare ribs

LAMB FOREQUARTER BREAKDOWN  
SHOULDER RACK



- 1. Remove shoulders leaving breast meat attached to the rib section
- 2. Mark the lamb neck at the first rib and slice off neck rosettes at 1” intervals, sell as lamb “Osso Buco”
- 3. Split and prepare shoulder rack

**SHOULDER RACK:**

- Remove chine bone
- Remove rib/ breast section at required length (keep rack bones short for a longer ribs)

VALUE ADDED RECIPES

With the warmer months coming to an end customers are still cooking on their BBQ’s and will be looking for different midweek meal solutions. The following three value added lines can be easily created in store ready for a hearty home cooked meal.

After going to all the effort to create value added meals it is important that all team members are familiar with the ingredients and cooking instructions and use the correct packaging to protect the product on the trip home.

Having the cooking instructions printed on the window ticket is one way to help customers, particularly if they have limited cooking skills, better still contact MLA ( butchers@mla.com.au ) for our cooking instruction tickets, simply fill them out and hand these to your customers when they buy these products.

INGREDIENTS

Lamb neck fillets

Marinade

- 125ml Soy Sauce
- 60g Honey
- 80g Tomato sauce
- 80g Brown sugar
- 60ml Chinese cooking wine
- 60g Hoisin sauce
- 20g Red food colouring
- 5g Chinese five spice

PREPARATION/METHOD

- 1. Prepare marinade by combining all ingredients (alternatively use a Char Siu sauce).
- 2. Place whole lamb neck fillets in marinade for at least 3 hours (overnight for better results).
- 3. Remove neck and vacuum pack with 1/3 cup of marinade.

CONSUMER INSTRUCTIONS

- 1. Preheat oven to 160°c (fan-forced).
  - 2. Remove lamb from bag and place with the marinade in a small baking dish and cover with foil.
  - 3. Bake for 1 hr 30 minutes @ 160°c.
  - 4. Uncover, baste and return lamb to the oven, increasing the heat to 180°c.
  - 5. Continue to cook the lamb for a further 20 minutes whilst basting occasionally.
- Note: The lamb can be cooked then re heated or cooked slowly over bbq coals for that authentic bbq flavour.

LAMB CHAR SIU

SERVING SUGGESTION

USE FOR FRIED RICE OR SERVE WITH STEAMED RICE AND BOK-CHOY. ALSO GREAT IN NOODLE DISHES.



LAMB NECK OSSO BUCO

SERVING SUGGESTION

SERVE WITH GREEN BEANS AND FRESH BUTTERED BREAD.

